

WORLDWIDE CIRCULATING PEACE COINS

PURPOSED FOR THE YEAR 2000

A unique concept of circulating commemorative coins with designs promoting global peace is being considered by several mints for implementation in the year 2000. The proposal for spreading a message of peace around the world was developed by a group known as the Future of the Hobby Committee.

Representatives of all aspects of the hobby serve on the committee which was developed and supported by the American Numismatic Association. The Peace Coin Program is being spearheaded and managed by ANA Vice President Kenneth E. Bressett.

"The year 2000 will be a time of special importance to collectors," Bressett said. "This is a date we have all waited to see on our coins. It is a time when people everywhere will stop to take a careful look at their money and its message.

"This program is designed to encourage and support all nations in the issuance of circulating coins that embody peace, freedom and human rights. It is a massive undertaking but one that will spread a most vital message around the world."

Mints have not been asked to follow any specific guidelines but are urged to utilize a circulating coin from their nation, imprinting it with the word "Peace" or "Peace 2000". Countries are being encouraged to conduct design contests to involve the public in producing special designs that follow a theme of peace. The denomination should be that which is the most common in circulation, Bressett said.

A portion of each nation's seignorage, the difference between the cost of production and the face value of each coin, is requested to be used to foster peace efforts throughout the world. It is anticipated that other special coins, beyond the circulating issues, will be produced by many countries to add to the interest in collecting these coins in sets and series.

"I see this global project creating a renewed interest in numismatics and expanding the market for all numismatic products," Bressett said. "We will be serving the collector and the marketplace by interesting a new generation of people in noticing and collecting circulating coins.

According to Bressett, "The movement started by the Future of the Hobby Committee may soon develop into a 'groundswell movement' supported by collectors everywhere. It is a window of opportunity to return numismatics to a hobby that can be

enjoyed by everyone through coins in circulation." Bressett recently returned from the World Mint Directors' Conference in Helsinki, Finland, where he experienced a warm reception and acceptance to his proposal of the international program.

"World mints are looking for themes that will be popular, and the 'Peace 2000" program seems to fit the bill," Bressett reported. "It was enthusiastically received by all of the officials contacted at the conference, and could very well prove to be the catalyst for bringing thousands of new members into the hobby."

Bressett said that he has spoken with representatives of the United States Mint, and submitted the proposal to the Mint's Citizens' Advisory Committee on Commemorative Coinage, which has solicited themes for U.S. commemorative coins.

The Peace 2000 program was developed by the Future of the Hobby Committee after a series of meetings at major coin conventions. ANA President David L. Ganz serves as counselor to the committee which is co-chaired by Bressett and collector Reed Hawn of Austin, Texas. ANA Governor David Lisot serves as committee secretary and Governor Anthony Swiatek is a member.

Other committee members include Ann Marie Aldrich, publisher of *Coin World*; Q. David Bowers, principal of Bowers & Merena

Galleries; Ms. Michael Burke and Carmen Cook, both of the U.S. Mint; collector Brian Cornwall of Canada; David Hall, principal of the Professional Coin Grading Service; FAO coin promoter Raymond Lloyd of London; Edward Metzger, manager of Whitman Coin Products; James Miller, publisher of *COINage*; Clifford Mishler, president of Krause Publications' dealer Harvey Stack; numismatic researcher Robert Turfboer; Murray Church, consultant; ANA Executive Director Robert Leuver and Educational Services Director James Taylor.

Future committee meetings, and special efforts to promote the Peace 2000 program around the world are being planned. The movement, which will be launched at the convention of the American Numismatic Association in Detroit, July xx to July xx, will be continued over the next six years and promoted through contacts with all world governments. Collector support and participation is encouraged in the form of letters and messages that can be carried to world mints.

A graphic video program explaining the Peace 2000 coin program has been produced by the ANA. Copies may be borrowed from the ANA Resource Center or purchased for a donation of \$10 which will be used to further the program. For more information about the program or the Future of the Hobby Committee, contact the American Numismatic Association, etc.



Ron Landis Concept Coin
with Peace Dollar Design



Bressett promotes peace coins

Presenting what he called a "collector's point of view," Kenneth E. Bressett urged world mint directors meeting July 26 in Detroit prior to the American Numismatic Association anniversary convention to create coins promoting world peace, freedom or human rights between 1995 and 2000.

Bressett is a noted numismatic author and vice president of the ANA. About six months ago, he became chairman of a new ANA Future of the Hobby Committee. It launched the "Peace 2000" initiative.

The coins should be for general circulation, Bressett said. The new designs will stimulate interest in coins, and the combination of countries participating in the program will create a new collector set, he said.

Most countries that have redesigned their coins frequently recognize that people are attracted to new coins as objects of history and art, he said. More countries that want to market collector

coins for revenue need to learn that lesson, he said.

From ancient times, before there were commercial banks and people kept their own coin hoards, it is evident that people save coins for the variety and interest they represent, he said.

"Growing the market" for coins will require a unified effort among nations such as the Peace 2000 initiative, he said.

"Are there too many collector coins on the market? Of course not. For many years collectors have wanted more," he said.

Too often the themes and designs of commemoratives have been unappealing, but the interest stirred by Canada's 12 circulating types of 25-cent pieces for the 125th anniversary of confederation in 1992 points to possibilities, he said.

Low-cost circulating coins are preferable to expensive special editions — "the kind of turn-offs that collectors want to express to you," he said.

Bressett sees Peace 2000 coins as a goal that can be reached

Collectors need to support coinage program

it would be our quarter. Probably the peso in Mexico," he explained.

One of the major hurdles, Bressett says, is that Mint Directors — even when they like the idea — do not necessarily have the authority to issue new designs on a nation's circulating coins.

For example, he notes that U.S. Mint Director Philip Diehl is very interested in the idea, but does not have the authority to change circulating coin designs. However, Diehl could be a major influence if he were to make such a recommendation to the Secretary of the Treasury, who does have the authority to change designs after they have been in circulation for 25 years.

Bressett said it is extremely important for Mint Directors to know that the public is supportive of the Peace 2000 program. Within the U.S. numismatic hobby, Bressett noted, the weekly and monthly publications have agreed to provide prepaid post cards which collectors can sign and return in order to show their support. (Coin World provided a card in its Aug. 29 issue, between Pages 20 and 21.)

Bressett says he hopes to receive thousands of cards which he can show to appropriate government officials in order to give them assurance that collectors back the program. This is just one role the collecting public can play in helping to launch the program, Bressett said.

"We hope that it can be a grassroots campaign worldwide," Bressett said.

"Collectors can make a difference. We can grow the collecting hobby by creating coins that people see everyday. And 10 million coin collectors around the world can help spread the word about peace," he said. **CW**

By Beth Deisher

COIN WORLD Staff

Issuing circulating coins promoting world peace is accomplishable by the year 2000, believes Kenneth E. Bressett, but it will take collectors working together throughout the world to make it a reality.

See Editorial Page 24

Bressett, co-chair of the American Numismatic Association's Future of the Hobby Committee which is spearheading the Peace 2000 global coin program, said Sept. 2 nine nations have "expressed a real interest" and many more have become aware of the program during the summer.

Bressett talked with 50 directors of federal Mints in June when he attended the World Mint Directors Conference in Helsinki, Finland. Prior to attending the conference, he sent each a special video produced by the ANA about the proposed Peace 2000 program. He said most of the directors had viewed the video and others asked for additional copies so that they could use them in presentations to their governments upon return home.

Currently Bressett is preparing for a possible trip to Rome to talk with Vatican City numismatic officials about participating in the coin program. Also, he hopes to have an audience with Pope John Paul II in order to ask him to proclaim the year 2000 as the year of worldwide peace.

Bressett said Peace 2000's primary aim is to get as many nations as possible to use a peace theme or design on their "workhorse" circulating coins to usher in the third millennium. "In the United States

Future of Hobby Committee asking world Mints to 'give peace a chance'

Circulating commemorative coins promoting world peace are being considered by several Mints for implementation in the year 2000.

Inaugurated by the Future of the Hobby Committee and supported by the American Numismatic Association, the Peace 2000 global coin program is designed to encourage all nations to issue circulating coins that embody the ideals of peace, freedom and human rights.

The Peace 2000 coin program, to be officially launched at the ANA's 103rd Anniversary Convention July 27-31 in Detroit, will continue over the next six years.

ANA Vice President Kenneth

E. Bressett, who co-chairs the Future of the Hobby Committee and is managing the world peace coin effort, said: "The year 2000 will be a milestone of epic proportion. It will be a time of special importance to collectors, a date we have all waited to see on our coins and a moment in history when people everywhere will take a careful look at their money and its message."

"This project will be a massive undertaking, but one that will spread a most vital message to citizens of nations around the world."

At the recent World Mint Directors' Conference in Helsinki,

Finland, Bressett said the Peace 2000 coinage project was warmly received and was taken under consideration by a number of world Mint representatives at the conference.

Bressett submitted the proposal to the U.S. Mint's Citizens Commemorative Coin Advisory Committee, which has solicited themes for U.S. commemorative coins.

"World Mints are looking for themes that will be popular, and the Peace 2000 program seems to fit the bill," Bressett said. "It could very well prove to be the catalyst for bringing thousands of

Please see **PEACE** Page 20

PEACE from Page 3

new collectors into the hobby."

Participating Mints are not being asked to follow any specific guidelines, but are urged to select one of their nation's circulating coin denominations to be imprinted with PEACE 2000 or the word PEACE in their nation's official language, Bressett said. Countries are being urged to conduct design contests to involve the public in producing special motifs that evoke the theme of peace.

The coin denomination used should be the one most common in circulation, Bressett said, suggesting that participants can foster peace efforts through a portion of each nation's seigniorage — the difference between the cost of production and the face value of each coin. He anticipates that many countries may produce other special coins, beyond the circulating issues, adding interest in collecting sets and series.

"I see this global project creating a renewed interest in numismatics and expanding the market for all numismatic products," Bressett said. "We'll serve the collector and the marketplace by stimulating interest in circulating coins."

After a series of meetings at recent coin conventions, the Peace 2000 program was developed by the Future of the Hobby Committee, which comprises representatives from all aspects of the hobby.

The ANA has produced a videotape explaining the Peace 2000 coin program. ANA members can borrow copies of the video from the ANA Resource Center or obtain their own copy for a \$10 donation, which will be used to further the program.

For more information about the Peace 2000 coin program or the ANA Future of the Hobby Committee, write the American Numismatic Association, 818 N. Cascade Ave., Colorado Springs, Colo. 80903-3279. **CW**

EDITORIAL *Opinion*

Peace 2000 coin needs your help

Editorial

Beth Deisher

A peace design for the U.S. quarter in the year 2000?

It can be done!

Although the year 2000 may seem a long way off, it's really only a scant 6½ years away.

And time is of the essence if the United States is to become part of the worldwide movement of circulating coins promoting world peace being advanced by the American Numismatic Association's Future of the Hobby Committee.

The goal of the Peace 2000 effort is for every nation on earth to promote world peace with a special peace design for its "workhorse" circulating coin dated 2000.

The committee has taken the initiative to plant the idea with government officials most directly involved in producing coins, namely the directors of federal Mints. Most appear receptive. Some are downright enthusiastic! But they are going to need lots of public support to convince their political bosses who have the authority to cause new or special designs to be used on coinage.

That's especially true here in the United States, where coinage design has been a political hot potato in recent years.

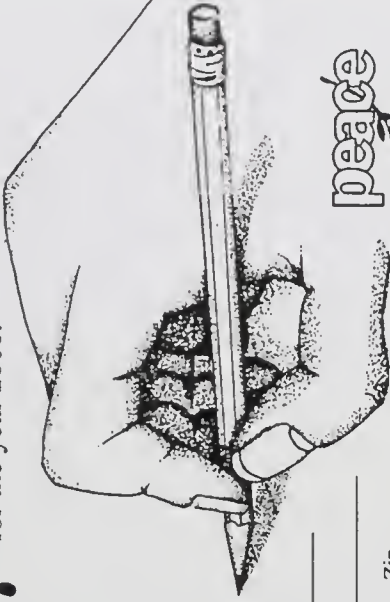
The quarter dollar is the United States' "workhorse" coin. That is, the quarter is the most used denomination by the public in daily commerce. The Future of the Hobby Committee reasons that if the U.S. quarter were to carry a peace design, more Americans would get the message. Also, more Americans would begin to notice the coins they have in their pockets. And hopefully more would develop an interest in coin collecting as a hobby!

The U.S. quarter is an ideal candidate for our nation's Peace 2000 coin. Not only is it the workhorse, but it already qualifies as a candidate for design change. The current Washington design has been on our quarter unmodified since 1932. Since the design has circulated for more than 25 years, the Secretary of the Treasury has the authority to change it.

Even when the collecting public in recent years clamored for new designs for our circulating coins, Secretaries of the Treasury ducked the issue. Both James A. Baker III and Nicholas F. Brady demurred, saying if Congress wanted a change it could vote one. But neither would use his authority to bring about design changes. The main problem was, as they saw it, a design change would trigger a political war as to whose portraits would replace the ones now on circulating coins. A peace design for the Year 2000 would avoid the

Yes!
I support World Peace circulating coins for the year 2000.

Include me with those in favor of all countries issuing circulating coins during the year 2000 to spread a message of Peace, Freedom and Human Rights throughout the world.



Name _____

Address _____

City _____ State _____ Zip _____

Signature _____

(Optional) Name of your congressman _____

controversy and should be acceptable to any politician, regardless of party affiliation.

With the thorny political questions out of the way, one would think the Peace 2000 concept should have clear sailing. But political reality counsels us differently.

In order for political appointees such as U.S. Mint Director Philip N. Diehl to recommend to the Secretary of the Treasury that a new Peace design would be a good idea for our quarter in the Year 2000, he needs to have tangible evidence that the collecting community and the general public would be supportive.

That's where you, a *Coin World* subscriber and collector can play a crucial role. You can let Mint Director Diehl, Secretary Lloyd Benisen, and your member of Congress know that you support the Peace 2000 initiative.

In order to assist you and the Future of the Hobby Committee, *Coin World* provided in its Aug. 29 issue (between Pages 20 and 21) a post-paid card which you can sign and return to *Coin World*. If you missed seeing it or don't have the issue available, use the card accompanying this editorial. Clip it or photocopy and mail to *Coin World*, 911 Vandemark Road, Sidney, Ohio 45365. We will forward all responses to the Future of the Hobby Committee, which will share them with U.S. officials as well as leaders of other interested governments.

This show of support is just a first step. But it is an important step if we are to accomplish the goal of coins carrying the message of peace in the Year 2000. **CW**



American Numismatic
A S S O C I A T I O N

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M E M O R A N D U M

TO: Bob Leuver
FROM: Ken Bressett
DATE: January 31, 1996
CC: VP Anthony Swiatek
SUBJECT: My Meeting with Vatican Mint Officials

Vatican people are still quite interested in doing something special for the Peace-2000 Program. They already have a full schedule for commemorative coins between now and 1999. They will do an unusual piece for the Holy Year of 2000, but have not yet announced what it will be. I think there is a good chance it will have something to do with Peace.

I was told that they will try to get me an audience with the Pope if I visit them again. They regretted it fell through the last time. The Pope is having an anniversary this year. 50 years of being a priest. They will issue a special coin. Probably their first gold piece in many years. If ANA gives them an award for this coin, I can almost certainly present it to the Pope, or someone very high up in the Vatican.

Mr. Mauro Olivieri was quite receptive to my suggestion for low-priced circulation Vatican coins being made available in inexpensive sets for collectors. They used to do this years ago as souvenirs. Their problem is with distribution. They would welcome a proposal about how someone could help. I explained that the ANA did not do that, but will try to find another source.

This might be a natural for Unicover. Should we suggest such a contact? Can Rudy Bahr help in any way? Is there any money in this for ANA?

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Bressett sees Peace 2000 coins as a goal that can be reached

Collectors need to support coinage program

By Beth Deisher

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For example, he notes that U.S. Mint Director Philip Diehl is very interested in the idea, but does not have the authority to change circulating coin designs. However, Diehl could be a major influence if he were to make such a recommendation to the Secretary of the Treasury, who does have the authority to change designs after they have been in circulation for 25 years.

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"Collectors can make a difference. We can grow the collecting hobby by creating coins that people see everyday. And 10 million coin collectors around the world can help spread the word about peace," he said. **GW**

Commemorative banter

I don't get it. No other hobby should understand the law of supply and demand better than the numismatic hobby. What is all this banter about modern commemoratives?

The promoters are simply trying to optimize the supply-vs.-demand mix. This is how they maximize their profit.

If you think modern commems are a poor value, do what I do: Don't buy them. But please don't try to put clamps on our free-market economy.

In this day and age we should do everything we can to bolster a free marketplace. There are plenty of other forces working against it.

Paul Richards
Indialantic, Fla.

Worthy proposal

As humanity braces to enter its third millennium, the numismatic community braces itself for the flood of rather pedestrian commemorative issues. Few will mark significant achievements or ideals of modern culture. One issue does.

First proposed at the 1994 World Mint Conference in Helsinki, Finland, Ken Bressett, vice president of the American Numismatic Association, is lobbying across the hobby and across the globe for a new wave of collector coins. He proposes circulating commemoratives marking peace in the year 2000. Several world mints have expressed interest in the idea.

Interest in this concept has also begun to spread in another way. The West Chester Coin Club of Pennsylvania has recently made a decision to be the first

coin club to back Peace 2000 by a medallic issue.

At an open meeting of the club, members passed a motion to initiate the project and present the idea to Ken Bressett for approval. Ken loved the idea.

We challenge and encourage other clubs to follow the lead in this bold undertaking. The coins of Peace 2000 will attract a lot of attention around the world. Hopefully, coin club medals of Peace 2000 will provide another platform to publicize this concept and bring attention to clubs.

We hope other coin clubs around the country will share in this very special statement in support of world peace.

Please address any comments or suggestions to: The West Chester Coin Club, Peace 2000 Medal Committee, P.O. Box 818, West Chester PA 19380.

John Kraljevich Jr.
Vice President
West Chester Coin Club
West Chester, Pa.

Kennedy dollar?

Save your Kennedy halves. They may be the next legal-tender dollar coin, replacing the dollar bill.

They are already in circulation and are a desirable size. It would be honoring a great president and could be our most popular coin.

If you think it's a good idea, write to your representatives in Washington, D.C., encouraging them to legislate a change in the value of the Kennedy half dollar to one dollar.

Carl Peterson
Ludington, Mich.

ANA promoting 'Peace 2000' commems

Several mints are considering peace coins by the year 2000.

A "Peace 2000" global coin program supported by the American Numismatic Association through its Future of the Hobby Committee. The program encourages all nations to issue circulating coins promoting the ideals of peace, freedom and human rights.

ANA Vice President Kenneth E. Bressett co-chairs the committee and manages the Peace 2000 program.

He said the project was well received at the recent World Mint Directors Conference in Helsinki, Finland. Some mint representatives took the idea under consideration, he said.

Bressett has submitted the idea to the Citizens Commemorative Coin Advisory Committee in the United States.

Countries are being encouraged to conduct design contests to involve the public.

The denomination should be one of the most common in circulation, and a portion of the seigniorage could be used to foster peace efforts, he suggested.

Reed Hawn is the other co-chairman. ANA President David L. Ganz is counselor; ANA Governor David Lisot, secretary; ANA Executive Director Robert J. Leuver, staff liaison.

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For more information, contact: American Numismatic Association, 818 N. Cascade Ave., Colorado Springs CO 80903-3279; phone (719) 632-2646; fax (719) 634-4085.

LINCOLN CENTS SATISFACTION GUARANTEED

	Filter	G	VG	S	VF	XF
1909 VDB	1.25	1.75	2.40	3.00	4.25	4.75
1909	1.50	2.00	2.75	3.25	4.50	5.00
1909 S VDB	2.45	3.00	3.75	4.25	5.50	6.00
1909 S	2.60	3.10	3.85	4.35	5.60	6.10
1910	—	1.75	2.40	3.00	4.25	4.75
1910 S	4.90	5.40	6.15	6.65	7.90	8.40
1911	—	2.00	2.75	3.25	4.50	5.00
1911 D	1.00	1.50	2.00	2.50	3.75	4.25
1911 S	10.75	13.00	14.00	15.00	17.00	18.00
1912	—	1.75	2.40	3.00	4.25	4.75
1912 D	1.00	1.50	2.00	2.50	3.75	4.25
1912 S	6.75	10.00	11.00	12.00	14.00	15.00
1913	—	1.75	2.40	3.00	4.25	4.75
1913 D	45	1.30	1.80	2.30	3.50	4.00
1913 S	3.75	4.25	5.00	5.50	6.75	7.25
1914	—	1.75	2.40	3.00	4.25	4.75
1914 D	14.00	18.00	19.00	20.00	22.00	23.00
1914 S	5.45	6.25	6.75	7.25	8.50	9.00
1915	—	1.75	2.40	3.00	4.25	4.75
1915 D	25	1.20	1.70	2.20	3.40	3.90
1915 S	4.95	5.00	5.75	6.25	7.50	8.00
1916	—	1.75	2.40	3.00	4.25	4.75
1916 D	—	25	30	35	45	50
1916 S	20	55	60	65	75	80
1917	—	1.75	2.40	3.00	4.25	4.75
1917 D	—	10	15	20	30	35
1917 S	—	25	30	35	45	50
1918	—	1.75	2.40	3.00	4.25	4.75
1918 D	—	40	45	50	60	65
1918 S	—	20	25	30	40	45
1919	—	1.75	2.40	3.00	4.25	4.75
1919 D	—	20	25	30	40	45
1920	—	1.75	2.40	3.00	4.25	4.75
1920 D	—	50	55	60	70	75
1921	—	1.75	2.40	3.00	4.25	4.75
1921 S	135.00	—	255.00	340.00	490.00	1795.00
1922	—	1.75	2.40	3.00	4.25	4.75
1922 D	3.00	5.95	6.95	7.95	8.95	16.35
1922 S	—	15	20	25	35	40
1923	—	1.75	2.40	3.00	4.25	4.75
1923 D	70	1.10	1.20	1.35	1.45	1.55
1923 S	7.00	7.25	7.75	10.25	19.50	47.00
1924	—	1.75	2.40	3.00	4.25	4.75
1924 D	25	60	70	80	90	100
1925	—	1.75	2.40	3.00	4.25	4.75
1925 D	—	12	15	20	25	30
1925 S	—	30	35	40	50	55
1926	—	1.75	2.40	3.00	4.25	4.75
1926 D	—	20	25	30	40	45
1926 S	1.75	2.20	2.40	2.85	4.00	10.75
1927	—	1.75	2.40	3.00	4.25	4.75
1927 D	—	25	30	35	45	50
1927 S	15	40	45	50	60	65
1928	—	1.75	2.40	3.00	4.25	4.75
1928 D	—	20	25	30	40	45
1928 S	15	35	40	45	55	60
1929	—	1.75	2.40	3.00	4.25	4.75
1929 D	—	20	25	30	40	45
1930	—	1.75	2.40	3.00	4.25	4.75
1930 D	—	20	25	30	40	45
1931	—	1.75	2.40	3.00	4.25	4.75
1931 D	—	20	25	30	40	45
1931 S	33.00	34.00	34.50	35.00	37.00	37.00
1932	—	1.75	2.40	3.00	4.25	4.75
1932 D	25	75	80	85	90	100
1932 S	30	65	70	75	85	90
1933	—	1.75	2.40	3.00	4.25	4.75
1933 D	90	1.25	1.35	1.45	1.55	1.65
1933 S	—	30	35	40	45	50
1938-39DS	—	—	—	20	30	40
Others after 1933	—	—	—	20	30	40

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American Numismatists Lobby For A Worldwide Coin Crusade

The PEACE Coins

by Kari Stone

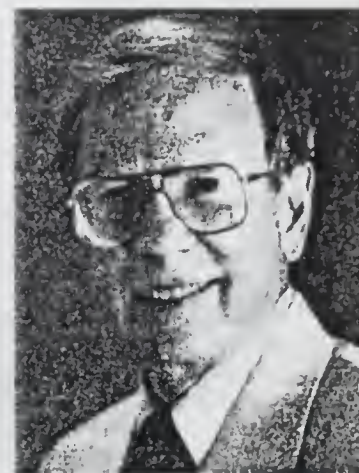
What would you most like to see on a U.S. commemorative coin ushering in the new millennium? How about a design promoting worldwide peace? And to make sure the message is spread far and wide, let's make the coin a circulating commemorative, with the new design placed on one of the denominations used most in daily commerce. To top off our fantasy, let's persuade mints around the world to issue their own "Peace 2000" circulating coins. Imagine collecting that set!

Well, that's exactly what the American Numismatic Association's Future of the Hobby Committee is promoting. The "World Peace 2000 Coin Program" is designed to encourage all nations to issue circulating coins embodying the ideals of peace, freedom and human rights.

What's more, the committee has already had good feedback from several world government mints. The Peace 2000 global coin program was officially launched in late July at the ANA's 103rd anniversary convention in Detroit, but even before that the program was presented to more than 100 representatives of 32 government mints during the World Mint Directors' Conference in Helsinki, Finland, in June.

"It was very well received. No one took it lightly," reported Kenneth E. Bressett, co-chairman of the ANA's Future of the Hobby Committee and managing director

World Peace Coin Program Managing Director Kenneth Bressett envisions a circulating U.S. coin dated 2000 carrying a message of peace, perhaps similar to the mockup at right of the cent. The idea is not so far-fetched; consider the 1921-35 Peace dollar (left). (Coin stills are from the World Peace Coin Program video, courtesy Electronic Imaging by Barrie Schwartz of Los Angeles.)



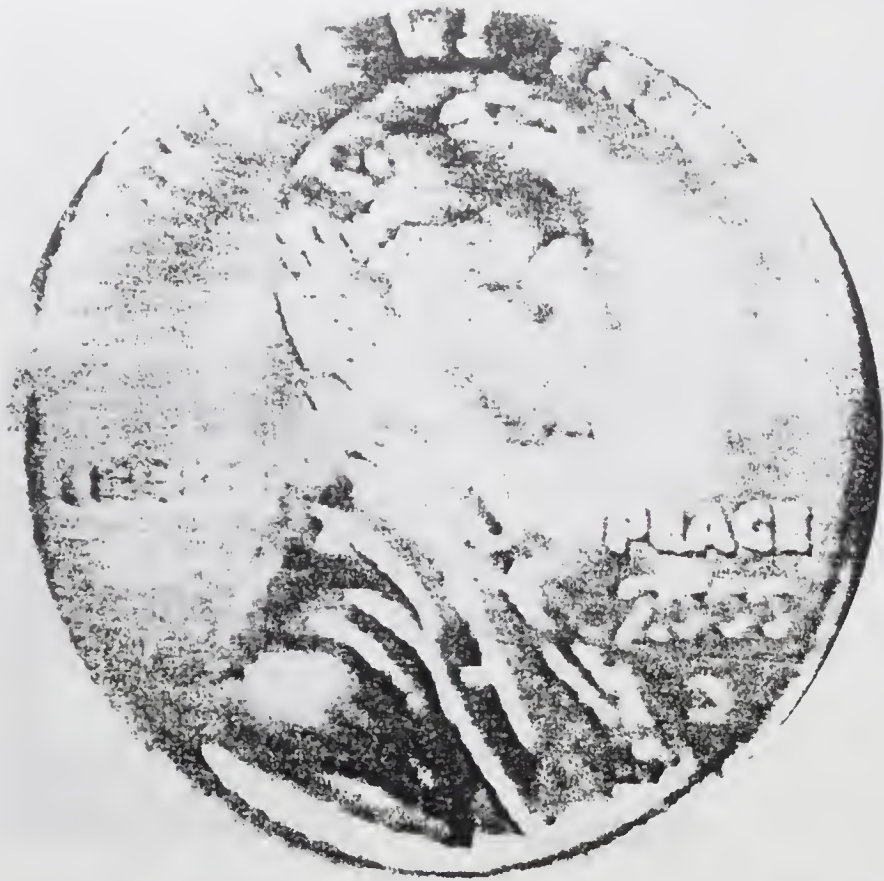
of the World Peace Coin Program. Bressett is also current ANA vice president.

The date 2000 itself is magic, Bressett said. "Every collector I've ever spoken to about this says, 'I can't wait to see the date 2000 on our coins.' It's sort of like watching the odometer turn over in your car; you see all those zeroes line up. I believe that it will be more than just coin collectors who are going to find that to be a symbolic year, and a year when they will indeed look at their coins, and any messages they carry.

"The year 2000 is also significant in that many major religions feel that the new millennium is going to be the time of peace," Bressett added. "And it is time for that. We can't go another thousand years killing each other."

Coins in particular have always been an effective means of spreading messages, Bressett said. Many of the ancient, medieval and modern coins collected today were struck for just that purpose, he pointed out. Examples include circulating coins struck to announce the union of Mark Antony and Cleopatra, others proclaiming peace and William the Conqueror's sovereignty following the Battle of Hastings in 1066, and our own circulating United States Bicentennial coinage.

It is Bressett's "fondest wish," in fact, that a circulating U.S. coin be re-



Of The Year 2000

designed—given a new message to carry—as part of the Peace 2000 Coin Program. “I would like to see the quarter with a new design promoting peace, because that’s our workhorse coin,” he said. “I’d pick the cent, only the future of the cent is uncertain.”

Following Bressett’s presentation of the program at the World Mint Directors’ Conference in Helsinki, several countries expressed a desire to begin working toward their own Peace 2000 coins immediately. Bressett reported, although he declined to name the countries. “I really am not at liberty to say which, because they haven’t made a firm commitment. However, both smaller countries and some very large ones truly have an interest in it.”

Bressett did mention Ireland by name. “The director of the mint from Ireland was intrigued with the thought,” he said. “He kept saying, ‘It’s a wonderful idea!’ Of course, Ireland’s circulating coin designs haven’t been changed since 1928, when its current series began. Maybe if I’m *really* persuasive, they will add at least the word ‘Peace’ to one of their coins.”

A logo for the program has been created, which includes the word “Peace” above the date 2000, with an olive branch behind it. It is Bressett’s hope that at the very least this logo or some version thereof is incorporated into the existing designs

on circulating coins around the world. “I’m going to work for anything from the addition of the word ‘Peace’ in the native language to complete redesign,” he said.

Those government mints that participate will be encouraged to conduct public design contests in order to maximize the number of people involved in the project. “I would just love to see schoolchildren and artists alike submitting designs of their concepts of peace,” Bressett commented.

It is of crucial importance that each participating government mint place its design promoting peace on a circulating denomination, and preferably the one that circulates the most, Bressett said.

“Of course, the door is open to other numismatic coins, the proofs and special issues, which is wonderful, as long as governments treat us to at least one circulating coin,” he emphasized.

A program similar in scope was pursued 25 years ago by the international Food and Agriculture Organization. Bressett pointed out, “The FAO attempted to get the message ‘Feed the world’ on coins and stamps all over the world. The program was quite successful; about 100 countries put some kind of an FAO message on their coins.”

In fact, Bressett added, one of the World Peace Coin Program’s staunchest

continued on next page

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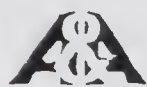
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Peace Coins from page 111

supporters is Raymond Lloyd of London, who was the driving force behind the FAO program.

While questions were raised about profits from the FAO program, Bressett suggests avoiding any such controversy in the case of the World Peace Coin Program by donating profits raised through seigniorage and sales of numismatic coins to a number of nonprofit peace organizations. "Peace means something different to everybody, but I will be providing a list of about 25 organizations that do good work throughout the world."

The primary goal of the World Peace Coin Program is to spread the message of peace, Bressett declared. The second objective is to foster new interest in coins and collecting.

"If this turns out to be a series of coins that extends to countries all over the world, people will want one of each, especially if they're circulating coins," he commented. "So our No. 2 goal is to increase interest in coin collecting, and, ultimately, the number of coin collectors in this country—which translates into more ANA members, if you want to look at it that way."

If the program takes off as it appears ready to do, the role of the Future of the Hobby Committee, and in particular Bressett, will be to work with mints around the world on timetables, design contests, marketing and other aspects of coordinating a worldwide effort. "I would keep people informed of what other countries are doing, how programs are progressing, success stories—the sort of thing to keep the flame alive and keep these programs moving along," Bressett

explained.

"But we are still testing the water with this program," he added. "If the reception had been poor, I would have backed off. But I'm more enthusiastic than ever now."

Phase I of the project, barely begun, has been to target government mints around the world. But Bressett and the Future of the Hobby Committee have no intention of ignoring private minters.

"A representative of one private mint has even asked me if it would be appropriate to put a peace design on the casino chips they produce," Bressett reported. "I said, 'Sure, it's open to everybody.'"

Plans for promotion of the program among the public are also in the works, one aspect of which will be presentations to coin clubs. "I'm hoping that this becomes a grassroots movement," Bressett said. "I would hope that collectors around the world pick up on this and keep this thing growing."

Just how the ANA's Future of the Hobby Committee will make circulating peace-themed 2000-dated coins in the United States and around the world a reality is still very much up in the air. But Bressett hinted at big plans and said the sky is the limit.

"Everyone I have spoken to seems to appreciate the fact that I've started this early," he said. "They say, 'Oh, by the year 2000, this is very possible.'"

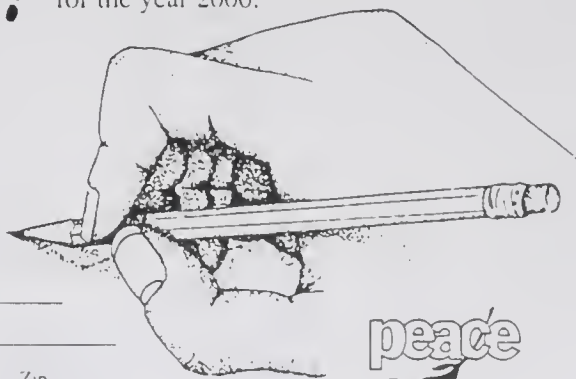
Among other early efforts on behalf of a peace coin, Bressett submitted the proposal to the U.S. Mint's Citizens Commemorative Coin Advisory Committee in response to that group's call for suggestions from the public. The Citizens Advisory Committee was to report on the re-

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sults of its outreach program in July at the ANA's Detroit convention.

Sitting on the Future of the Hobby Committee itself are some powerful numismatic figures: Bressett's co-chairman is Texas collector Reed Hawn, who also happens to be on the Citizens Advisory Committee. ANA President David L. Ganz is counselor and also a member of the Citizens Advisory Committee. ANA Executive Director Robert J. Leuver is staff liaison, and ANA Governor David Lisot is secretary. Other committee members include ANA Governor Anthony Swiatek; ANA Educational Services Director James Taylor; *COINage* publisher James Miller; author and dealer Q. David Bowers; dealer Harvey Stack; David Hall of the Professional Coin Grading Service; FAO coin promoter Raymond Lloyd; Edward Metzger of Whitman Coin Products; Cliff Mishler of Krause Publications; *Coin World* publisher Ann Marie Aldrich; numismatic researcher Robert Turlboer; and Canadian collector Brian Cornwall.

In addition, two U.S. Mint employees serve on the committee. Michael Burke and Carmen Cook work in the U.S. Mint's sales department. And neither has balked at talk of redesign of a circulating U.S. coin as part of the World Peace 2000 Coin Program, Bressett reported.

"They've taken a personal interest in this project and are very enthusiastic about it. Of course, theirs are personal opinions, not official," Bressett added.

A nine-minute videotape explaining the World Peace 2000 Coin Program has been produced by David Lisot's firm, the Media Resource Corporation. Bressett is executive producer. ANA members can borrow copies of the video from the ANA Resource Center or receive their own for a \$10 donation to be used to further the program.

The video, which is actually directed at world government mints, brings up the phenomenal success of the Canada 125 program of 1992. Through the release of circulating commemorative coins, the Royal Canadian Mint was able to turn the observance of a national anniversary into a highly profitable venture for the government—through seigniorage on circulating coins and sales of proof and silver versions. In addition, the program served to promote coin collecting itself. The Canadian government made millions and created thousands of new collectors.

Compare the significance of a 125th anniversary to the arrival of the year 2000. And compare the population of Canada to that of the world. World mints have nothing to lose and everything to gain through participation in the Peace 2000 program.

And six years seems long enough to come up with some pretty spectacular designs incorporating a message that so many need to hear—and heed. (2)

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"There is probably no single person in America that had more influence on the eventual striking of a new golden dollar coin than Ron Landis, the Gallery Mint's chief engraver. The Gallery Mint began with striking 1995 dated golden color 'One Concept' pieces. There were 1,371 of the 1995 'One Concept' dollars struck and sold to patrons of the Gallery Mint. They have a lettered edge that reads '* IN GOD WE TRUST * E PLURIBUS UNUM'.

"After the 1995 'One Concept' pieces were struck, request began pouring in to the Gallery Mint to strike a piece that could actually have a chance of being approved by Congress. The first pieces struck were the Classic Lady Liberty head, dated 1998. These pieces were struck in conjunction with Ken Bressett, Past President of The American Numismatic Association, who was himself attempting to promote the use of the word 'PEACE' on coinage throughout the world on year 2000 dated coins. Mr. Bressett distributed and promoted these pieces during the 1997 ANA convention held in New York City. These pieces were struck in brass, have a plain edge, and a mintage of 110 pieces."

To more information on the Concept Dollars, see

<http://www.smalldollars.com/dollar/page17.html>



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Kenneth E. Bressett
Vice President
P.O. Box 60145
Colorado Springs, CO 80960
719/579-8217
FAX: 719/579-8012

May 18, 1995

Mrs. Eunice Shriver
Joseph P. Kennedy Jr Foundation
1325 G Street NW
Suite 500
Washington, DC 20005

Dear Mrs. Shriver,

It was a pleasure meeting you yesterday in Colorado Springs. I was delighted that you took the time to visit our museum and get to know the American Numismatic Association. We must apologize for the weather, it is usually beautiful here this time of the year.

I especially want to thank you for giving me a specimen of the new Special Olympics coin. I will treasure it in my coin collection with fond memories of this occasion.

Your expression of interest in the Peace Through Coinage program was encouraging. I have great hopes for this effort as a means of spreading a message of peace throughout the world on circulating coins.

The enclosed brochure tells more about what we are doing. Kim Elliot is aware of my Peace program and wants to see it succeed. Several world mints intend to begin making such coins soon. I am meeting with Vatican officials in July to secure their commitment.

Peace,



American Numismatic
A S S O C I A T I O N

Kenneth Bressett
President ANA
P.O. Box 60145
Colorado Springs, CO 80960-0145
Telephone: 719/579-8217
Fax: 719/579-8012
e-mail: Bressett@csdco.com

July 21, 1997

PREVIEW OF A VERY SPECIAL PEACE COIN

FROM ANA PRESIDENT KENNETH BRESSETT and ARTIST RON LANDIS

The Peace 2000 Coin Program is now moving forward with great vigor. In the United States, several artists have submitted designs worthy of consideration. One of particular merit is that engraved by artist Ron Landis. It so well captures the spirit of the theme that I have asked him to produce a small number of examples for distribution to others interested in the program.

Mr. Landis has produced dies for his "concept coin" by hand engraving directly into steel. He then struck the pieces on a screw press. A limited issue of only 100 were made.

We hope that you will enjoy this unique trial piece, and be inspired to compete with other world mints in producing similar coins for your country. What better way can there be to pass the message and ideals of peace throughout the world in a way that everyone can see and appreciate.

Peace,

Kenneth Bressett
President ANA

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2000 *Peace*

You will soon be seeing coins from around the world with a design or inscription proclaiming peace. The Peace Through Coinage movement has been proposed to all countries in the hopes that circulating coins of the next century will carry a message of Peace, Freedom and Human Rights.

The concept has been developed and promoted by the American Numismatic Association for the betterment of mankind.

Coins dated in the year 2000 will be especially appropriate messengers of this movement. Some countries already have a design or wording symbolic of peace. Others

will begin to use such motifs during the period 1995 to 2000, or beyond. Peace coins will likely become collectable items for many numismatists throughout the world. It is not too early to begin your collection. This special souvenir piece has been created by the

Pobjoy Mint of Sutton Surrey England as an example of what new coins may look like in the future. It is a limited issue that will be used exclusively

by the Pobjoy Mint, American Numismatic Association, Zenith Packaging and Krause Publications to publicize the Peace Through Coinage Movement.



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Kenneth Bressett
Managing Director



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MESSENGERS OF HISTORY

Over two thousand years ago Marc Antony showed his alliance with Cleopatra by issuing coins with their portraits. It was his way of spreading a message, and it became immediately clear to both Romans and Egyptians that history was in the making. This indeed was a pair to be watched.

Using circulating coins to spread messages, artistic styles, propaganda and news of current events was not invented by the Romans, it was passed on to them by ancient Greeks who also recognized the value of direct communication through something people saw and used daily.

Themes and designs used on coins throughout the ages have traditionally been the "Informational Superhighway" of every nation great and small. Coins deliver messages in a manner that gets right to the point and is remembered forever.

No other means of graphic communication has ever been as pervasive or forceful. What do you suppose an advertising agency would give to make use of coinage designs to spread their message? Just one coin circulating from hand to hand can have the impact of a hundred billboards.

COMMEMORATIVE COIN PROGRAMS

Coins can be used as a powerful educational tool. Nations that recognize this have produced coins with a wide variety of delightful designs and themes. Collectors who appreciate these coins take great joy in studying and preserving them.

The modern trend of issuing commemorative coins as fund raising programs is not the same as using circulating coins to spread images of beauty, nature or historical events. We need to get back to the basic intent of coinage design, and reason why coins are collected.

A RETURN TO BASICS

The year 2000 will be a time of mystical importance to all who are anxiously awaiting the "turning of the odometer". Everyone will be excited to see those numbers appear on their coins, and they will be looking for whatever messages are sent along with those coins.

What will that message be? Is there a single theme that is so universal in nature that it is worthy of use on coins dated 2000? The answer is a compelling "Yes". The theme is PEACE. And every nation on earth is invited to participate in promoting this concept. This is the time to begin the process of bringing peace and freedom to everyone around the world.

WORLD PEACE COIN PROGRAM

A movement is now underway to involve every coin issuing country in a unified program of issuing coins in the year 2000 with some reference to Peace. The designs may be bold, or subtle, but every country that participates will be part of a movement that will spread thoughts of peace throughout the world now and hopefully forever.

This unified program, using a central Peace theme, will also create a wide interest among the general public in looking at their money, and once again appreciate designs, artistry, and the reasons why so many people enjoy collecting coins.

PEACE 2000 AS A THEME

The title "PEACE 2000" is being used for this program because of its timely and worldwide appeal. The word "Pax", or Peace in every language, has been used on coins by many countries since Roman times.


THE PROGRAM IN BRIEF

Requirements for participation in the World Peace Coin Program are minimal. All that is asked is that each country devote one circulating coin to the project, and that the imprint PEACE 2000 be used somewhere on the coin in place of the normal date. The word "Peace" should be rendered in the national language.

The coin denomination used should be that which is the most common in circulation. In the United States it would be the Quarter; perhaps the Peso in Mexico.

VARIATIONS OF THE THEME

Each country participating in the World Peace Coin Program will decide on the scope of its program. Involvement may range from using the designated PEACE 2000 title only on a single coin, to using a special Peace theme on each of the country's circulating coins.



Special collector's editions of any or all coins in the Peace series will be encouraged. A country may issue only one circulating Peace coin and then any number of additional denominations in any finish or packaging for sale to the collector market. The only stipulation is that at least one coin be made for mass circulation.



American Numismatic Association

WORLD PEACE COIN PROGRAM

"Peace Through Coinage"

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**Peace
2000**

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